

Exhibit 300: Capital Asset Summary

Part I: Summary Information And Justification (All Capital Assets)

Section A: Overview & Summary Information

Date Investment First Submitted: 2009-06-30
Date of Last Change to Activities: 2012-05-31
Investment Auto Submission Date: 2012-02-23
Date of Last Investment Detail Update: 2011-09-14
Date of Last Exhibit 300A Update: 2012-02-23
Date of Last Revision: 2012-07-30

Agency: 023 - General Services Administration **Bureau:** 10 - Supply and Technology Activities

Investment Part Code: 01

Investment Category: 00 - Agency Investments

- 1. Name of this Investment:** GSA Advantage
- 2. Unique Investment Identifier (UJI):** 023-000001020

Section B: Investment Detail

- 1. Provide a brief summary of the investment, including a brief description of the related benefit to the mission delivery and management support areas, and the primary beneficiary(ies) of the investment. Include an explanation of any dependencies between this investment and other investments.**

GSA Advantage (www.gsaadvantage.gov) is the government's online shopping superstore. Advantage is a web-enabled e-commerce shopping mall that enables global users to purchase products and services with a government Purchase Card or their federal Activity Address Code (AAC). The 2010 Advantage sales were over 660 million. GSA Advantage offers a catalog of 31 million products and services from over 19,000 GSA and VA Schedule vendor contracts. It is fully FAR-compliant and allows customers to select vendors to meet their socio-economic goals. GSA Advantage replaces direct contact with multiple vendors, offline use of other FAS systems, and the need for users to maintain paper copies of GSA schedule documents and catalogs. It provides users with the latest product information and prices, and reduces research time. The system also enables customers to compare product features and prices in accordance with FAR 8.4, obtain quantity discounts, review delivery options, select payment methods, place orders online, receive order confirmation via E-mail, view order history and track status, report problems, find vendor contact information, cancel orders or reorder, reconcile invoices and credit card statements, and receive customized data based on interests, purchases and visits. The system allows users to browse or search for products or services in a variety of ways, including key words, part numbers, National Stock Numbers (NSNs) and vendor names. In addition to the basic product search capability, GSA Advantage provides customers with the ability to search for products that are environmentally

friendly, energy efficient, recycled items, small business items, or items made by the National Industries for the Blind or the Federal Prison Industries. The system also allows customers to submit electronic Requests For Quotes (RFQ) for products and services offered by Advantage vendors. GSA Advantage supports: US Forces/Personnel worldwide (Afghanistan, Iraq, Korea, Japan, Europe) All Federal Agencies and Military Services State and Local Governments (Police, Fire/Rescue, County Government, Schools, Fire coordinators) GSA Schedule Vendors GSA Advantage also has virtual stores that support Blanket Purchase Agreements (BPA) for various agencies such as Air Force, DHS, USDA, VA, and USMC. The customized branding for agencies that allows agencies to provide content specific to their employees, and link to their internal systems (one stop shopping).

2. How does this investment close in part or in whole any identified performance gap in support of the mission delivery and management support areas? Include an assessment of the program impact if this investment isn't fully funded.

The GSA FAS mission is to help agencies become more effective at what they do by providing expertise, management and optimal acquisition solutions. The GSA FAS Strategic Plan states that GSA will deliver high-quality services, products, and solutions that enable customers to achieve their core missions. It also states that GSA will ...provide best-value service and product offerings on time. GSA Advantage e-commerce systems close this gap by providing the means for agencies and military services to acquire needed supplies and services in order to perform their mission. GSA Advantage is also used by state and local organizations. Lack of funding for this system will have a direct impact on customer agencies around the world that use GSA Advantage systems to acquire supplies and services; meet environmental and socio-economic goals and mandates; and obtain competition as required by Federal Acquisition Regulations and other competition requirements such as sections 803 and 863. Lack of funding would also directly impact GSA's ability to deliver services, products and solutions for disaster recovery, wildland fire, and security needs, GSA's ability to implement OMB mandates such as the Federal Strategic Sourcing Initiative, ARRA, and other mandates would be adversely impacted.

3. Provide a list of this investment's accomplishments in the prior year (PY), including projects or useful components/project segments completed, new functionality added, or operational efficiency achieved.

Advantage sales \$669,468,960.56 - increase of 8% over FY09 Advantage orders 877,506 - increase of 9.6% over FY09 More than 60 million product updates E-Buy RFQs created 7,322 33% increase over FY09 Estimated RFQ award value - \$8,299,201,434.00 Continued enhancements for the Federal Strategic Sourcing Initiative Parallel Contracting Development Updates provided for the PBS Onesource site FOIA Reporting and Support Support, and emphasis on products to support the Swine Flu (H1N1) Largely strengthen security through development resolution for vulnerabilities reported Implemented stronger passwords in Advantage (all stores) and e-Buy for all users Extensive support for State and Local purchasing, bringing new users onboard Environmental sustainability support with the green team E-Library/Contracts online support for Gold Star E-Buy connect for Regional Business Applications (RBA) Several system changes for ARRA and Corporate Purchasing.

4. Provide a list of planned accomplishments for current year (CY) and budget year (BY).

GSA Advantage! revision 12 Environmental indicator Enterprise Acquisition Service (EAS) Services for feature set one and two Parallel Contracting - E-Library revision 10 Cross-schedule search, auto-fill Army Funds Control Credit Card Server replacement and Service Oriented Architecture (SOA) web service White House initiative - Apps.gov revision Sybase ASE 15 DB upgrade Migrate GSS Website to Autonomy search engine Migrate remaining I-Planet Web instances to Apache Search Relevance initiative Advantage Spend Analysis Program (ASAP) Reporting enhancements Enhance SOA Ordering Processing Propose new web design for GSS Website and potential integration with GECO Planning for Rapid Development Complete plans for technology standards, roadmap, and Technical Reference Model.

5. Provide the date of the Charter establishing the required Integrated Program Team (IPT) for this investment. An IPT must always include, but is not limited to: a qualified fully-dedicated IT program manager, a contract specialist, an information technology specialist, a security specialist and a business process owner before OMB will approve this program investment budget. IT Program Manager, Business Process Owner and Contract Specialist must be Government Employees.

2010-10-01

Section C: Summary of Funding (Budget Authority for Capital Assets)

1.

Table I.C.1 Summary of Funding

	PY-1 & Prior	PY 2011	CY 2012	BY 2013
Planning Costs:	\$27.1	\$1.8	\$3.0	\$2.1
DME (Excluding Planning) Costs:	\$0.0	\$0.0	\$0.0	\$0.0
DME (Including Planning) Govt. FTEs:	\$2.9	\$0.9	\$0.5	\$0.5
Sub-Total DME (Including Govt. FTE):	\$30.0	\$2.7	\$3.5	\$2.6
O & M Costs:	\$176.6	\$26.3	\$26.1	\$26.7
O & M Govt. FTEs:	\$12.1	\$2.1	\$3.1	\$3.1
Sub-Total O & M Costs (Including Govt. FTE):	\$188.7	\$28.4	\$29.2	\$29.8
Total Cost (Including Govt. FTE):	\$218.7	\$31.1	\$32.7	\$32.4
Total Govt. FTE costs:	\$15.0	\$3.0	\$3.6	\$3.6
# of FTE rep by costs:	83	20	24	24
Total change from prior year final President's Budget (\$)		\$-0.7	\$0.4	
Total change from prior year final President's Budget (%)		-2.10%	1.10%	

2. If the funding levels have changed from the FY 2012 President's Budget request for PY or CY, briefly explain those changes:

The FAS-CIO has exercised it's internal selection process to insure the revenue generating Lines of Business are adequately supported and have the necessary resources to sustain operations today while preparing for the requirements of tommorow. All IT activities are vetted with the business owners, stakeholders and the FAS Controller. Further, they are reviewed by the Information Technology Council (ITC) and the Business Systems Council (BSC).

Section D: Acquisition/Contract Strategy (All Capital Assets)

Table I.D.1 Contracts and Acquisition Strategy

Contract Type	EVM Required	Contracting Agency ID	Procurement Instrument Identifier (PIID)	Indefinite Delivery Vehicle (IDV) Reference ID	IDV Agency ID	Solicitation ID	Ultimate Contract Value (\$M)	Type	PBSA ?	Effective Date	Actual or Expected End Date
Awarded		GS35F5212H	NA	4730							
Awarded		GS35F4644G	NA	4730							
Awarded		GS35F0400J	NA	4730							

2. If earned value is not required or will not be a contract requirement for any of the contracts or task orders above, explain why:

Earned Value Management (EVM) is used for all development projects that meet the GSA OCIO EVM requirements. EVM is not being used in the following contracts, because they support Steady State components: GS-35F-5212H (Database Support); GS-35F-0164M (Open Systems Hosting Support Services); and GS-35-4644G (IT Security).

Exhibit 300B: Performance Measurement Report

Section A: General Information

Date of Last Change to Activities: 2012-05-31

Section B: Project Execution Data

Table II.B.1 Projects

Project ID	Project Name	Project Description	Project Start Date	Project Completion Date	Project Lifecycle Cost (\$M)
2011-0001	e-Library Revision	The objective of this project is to implement the requirements from the GSA E-commerce Requirements Branch to enhance the GSA eLibrary application. The requirement focuses on improvements to the search that will assist a visitor in getting to the proper source more quickly. It also improves the eLibrary application's interface with eBuy.			
2012-0001	FY12 DME: Advantage Enhancements	Development, Modernization and Enhancements to Advantage as prescribed by the development team in coordination with their users and the business line.			
2012-0002	FY12 DME: Advantage Catalog	Enable and implement new data elements for the Master Product Process (MPP). Expand the product matching criteria and search results enhancements. Modify and restart MPP.			
2012-0003	FY12 DME: Advantage Backend Enhancements	Improve ability to adapt business changes without the need to re-design. The target areas are			

Table II.B.1 Projects

Project ID	Project Name	Project Description	Project Start Date	Project Completion Date	Project Lifecycle Cost (\$M)
		end to end processing, performance capacity, and search and access.			
2012-0004	FY12 DME: eBuy	Standardize design and add additional enhancements.			

Activity Summary

Roll-up of Information Provided in Lowest Level Child Activities

Project ID	Name	Total Cost of Project Activities (\$M)	End Point Schedule Variance (in days)	End Point Schedule Variance (%)	Cost Variance (\$M)	Cost Variance (%)	Total Planned Cost (\$M)	Count of Activities
2011-0001	e-Library Revision							
2012-0001	FY12 DME: Advantage Enhancements							
2012-0002	FY12 DME: Advantage Catalog							
2012-0003	FY12 DME: Advantage Backend Enhancements							
2012-0004	FY12 DME: eBuy							

Key Deliverables

Project Name	Activity Name	Description	Planned Completion Date	Projected Completion Date	Actual Completion Date	Duration (in days)	Schedule Variance (in days)	Schedule Variance (%)
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NONE

Section C: Operational Data

Table II.C.1 Performance Metrics

Metric Description	Unit of Measure	FEA Performance Measurement Category Mapping	Measurement Condition	Baseline	Target for PY	Actual for PY	Target for CY	Reporting Frequency
Number of postings on e-Buy (Indicates popularity or customer satisfaction).	e-Buy posting count	Customer Results - Service Coverage	Over target	25000.000000	35000.000000	0.000000	35000.000000	Quarterly
Improve the average processing time for purchasing transactions while average number of transactions increases.	Average processing time (in seconds)	Technology - Effectiveness	Over target	60.000000	58.000000	56.000000	59.000000	Monthly
System Availability (uptime) will exceed 98%	System availability - uptime	Technology - Reliability and Availability	Over target	99.000000	100.000000	99.800000	100.000000	Monthly
Increased sales on GSAAAdvantage!	Sales in millions	Mission and Business Results - Management of Government Resources	Over target	400.000000	400.000000	0.000000	400.000000	Quarterly
Ensure all open System Change Requests (SCRs) have an initial analysis and basis of estimate within 90 days.	Percent of SCRs completed w/in 90 day window.	Technology - Efficiency	Over target	90.000000	0.000000		100.000000	Monthly